

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>Savneet Kaur</b>	
<b>Course Code:</b>	<b>404</b>	<b>Class:</b>	<b>MBA/EMBA/MBA-HR</b>	<b>Semester:</b>	<b>IV</b>

<b>Subject:</b>	<b>Retail Marketing</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) What do you understand by Retail Management?
- b) Explain the factors which illustrate the growing impact of the retail sector in emerging economies.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Discuss the functions performed by a Retailer
- b) Define – Merchandise Management, Introduction and Definition
- c) Define Integrated Retail Supply Chain Management.
- d) Elaborate the various steps involved in choosing a retail location in India.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) E-Retail
- b) Franchising in Retailing
- c) Visual Merchandising
- d) Retail Logistics

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